

[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) [Local](#) [more »](#)

seasonticket.com

Search

[Advanced Groups Search](#)[Preferences](#)Members: [Sign in](#)New users: [Join](#)[Google Groups](#)[Create a new group](#)[Recently visited](#)[alt.sports.b...-yankees](#)[About Google Groups](#)Topic in [alt.sports.baseball.ny-yankees](#)

seasonticket.com

Search this group

[Start a new topic](#) - [Subscribe to this group](#) - [About this group](#)★ **This is pretty cool...**All 2 messages in topic - [view as tree](#)Jason Saslow Sep 27 2000, 3:00 am [show options](#)[www.seasonticket.com](#)

ou can customize your own web-based sports highlight show. Very easy to do too.

Jason Saslow Sep 27 2000, 3:00 am [show options](#)

Jason Saslow wrote:

> [www.seasonticket.com](#)

> ou can customize your own web-based sports highlight show. Very easy to do too.

<sigh> "You", that is...

End of messages★ [watch this topic](#)« [Newer](#) - [FYI](#) [Denny Neagle](#) - [Older](#) »[Fixed font](#) - [Proportional font](#)

Sponsored Links

[Grand Slam Derby](#)

Online 3D Baseball 2-Player Action.
Make A Team, Play, View Your Stats.

[www.grandslamderby.com](#)[Free MVP Baseball 2004](#)

Free MVP Baseball 2004

Offer Expires Today!

[www.getitfree.net](#)[Dinn Sports Trophies](#)

Soccer & Baseball Awards, Plus More

Free Shipping & Engraving Policies
[www.dinntrophy.com/](#)

[See your message here...](#)

seasonticket.com

Search

[Google Home](#) - [Terms of Use](#) - [Privacy Policy](#) - [Jobs](#) - [Press & Media](#)

©2005 Google

BEST AVAILABLE COPY

This is Google's cache of <http://www.virtual-soccer.com/colum00/colum220.html> as retrieved on Jan 26, 2005 13:40:36 GMT.

Google's cache is the snapshot that we took of the page as we crawled the web.

The page may have changed since that time. Click here for the [current page](#) without highlighting.

This cached page may reference images which are no longer available. Click here for the [cached text only](#).

To link to or bookmark this page, use the following url: <http://www.google.com/search?q=cache:KrVwiyPi3zQJ:www.virtual-soccer.com/colum00/colum220.html+%22www.seasonticket.com%22&hl=en%20target=nw>

Google is not affiliated with the authors of this page nor responsible for its content.

These search terms have been highlighted: **www seasonticket com**

Virtual Soccer Magazine

Magic and Pride ready for Regionals in Indianapolis

Chicago clubs and coaches are playing for big stakes down in Hoosier-land

Sunday -- June 18, 2000



Ko Thanadabouth

Mike Matkovich



Eight local teams will travel to Indianapolis late next week for the beginning of the US Soccer Midwest Regionals. The 14-state tournament will crown the best teams in the Midwest and may eventually crown the national youth champions in the U-16 thru U-19 age and gender divisions. This is, without a question, the highest level of youth soccer in the country and will attract hundreds and hundreds of college scouts, coaches, and professional scouts to view the top players from many of the top clubs in the nation.

The Chicago Magic SC is sending four of its top boys squads (U-14, U-15, U-17, and U-19s, while the Windy City Pride SC is sending three of its top girls' teams (U-14, U-15, U-16, and U-18s). Each of these teams were crowned as the Illinois State Cup champions with the exception of the Windy City Pride U-19 girls who were the runner-up, but were invited as a wild card entry from Illinois to complete the U-19 regional brackets.

Formal ceremonies of the 14-state competition begin on Friday and the actual competition begins next Saturday, June 24th. The winners of the grueling regional competition move on to the national finals held July 23-30 in Orlando, Florida with the winners of the three other regional competitions.

The Chicago Magic/Sockers U-17 boys are the defending national champions (last year as U-16s), but they are expected to have some very stiff competition from the state champions from Missouri, Michigan, and Ohio. The Chicago Magic teams have won four regional titles in the past five years to go along with their 47 state championship titles during the past decade.



Sarah Lane



Kim Setlak

MLS WEB-NEWS: Major League Soccer and SEASONTICKET.com announced today a comprehensive, multiyear partnership that makes SEASONTICKET.com an MLS corporate partner and strategic partner of MLSnet.com. The agreement allows fans around the world to view customized video highlight shows featuring their favorite MLS teams over the Internet via www.MLSnet.com, www.seasonticket.com and all 12 MLS team websites.



Using its patent-pending Onecasting(tm) technology, SEASONTICKET.com will bring its video interface to the home page of MLS, enabling fans with high-speed Internet access to create a customized profile based on the league's 12 teams. Each time viewers return to the site, they will receive personalized video highlight shows from the teams they have pre-selected as well as access to searchable archives containing video from past MLS games.

Additionally, highlights from MLS games can now be added to fans' complete personalized profiles on the SEASONTICKET.com home page.

"SEASONTICKET.com merges the best of sports with the latest broadband technology, providing online fans with an on-demand, video-centric experience unavailable anywhere else on the Web," said Carl Weinstein, SEASONTICKET.com president and chief executive officer. "Our partnership with Major League Soccer further expands our content offering and allows soccer fans around the globe to follow their favorite leagues and teams."

SEASONTICKET.com is the first new media company to deliver on-demand, personalized sports video highlight shows over the Internet. Leveraging its patent-pending broadband Onecasting* process and technology, SEASONTICKET.com delivers online sports highlight shows that feature commentary, full-motion video and high-quality audio spotlighting only the viewer's favorite sports, leagues and teams. The multimedia experience is combined with up-to-date news, scores and statistics.

Headquartered in Seattle, SEASONTICKET.com features video highlights from Major League Baseball, National Hockey League, Arena Football League, Continental Basketball Association and Major League Lacrosse. SEASONTICKET.com is backed by Seattle-based venture capital firm Maveron LLC, which led the

F

This is Google's cache of <http://www.unionrecord.com/biz/display.php?ID=1257> as retrieved on Jun 15, 2005 20:14:50 GMT.

Google's cache is the snapshot that we took of the page as we crawled the web.

The page may have changed since that time. Click here for the current page without highlighting.

This cached page may reference images which are no longer available. Click here for the cached text only.

To link to or bookmark this page, use the following url: [http://www.google.com/search?](http://www.google.com/search?q=cache:eW9QdgVvIAQJ:www.unionrecord.com/biz/display.php%3FID%3D1257+web-based+sports+highlight+&hl=en%20target=nw)

[q=cache:eW9QdgVvIAQJ:www.unionrecord.com/biz/display.php%3FID%3D1257+web-based+sports+highlight+&hl=en%20target=nw](http://www.google.com/search?q=cache:eW9QdgVvIAQJ:www.unionrecord.com/biz/display.php%3FID%3D1257+web-based+sports+highlight+&hl=en%20target=nw)

Google is not affiliated with the authors of this page nor responsible for its content.

These search terms have been highlighted: **web based sports highlight**

Seattle Union Record

A Web site and newspaper created by the members of the Pacific Northwest Newspaper Guild



Nov. 21, 2000 —
Jan. 10, 2001

[Home](#)

Business

2000-12-16

[Final
Edition](#)

shockwave.com acquires Seattle's AtomFilms, will cut staff

By **Monica Soto**
Seattle Union Record

[Search](#)

San Francisco-based Internet entertainment company shockwave.com said Friday that it will acquire Seattle-based AtomFilms in a stock-for-stock deal, and will cut a third of the new company's staff.

[Archives](#)

[Seattle/
Northwest](#)

Financial terms were not disclosed, but AtomFilms' shareholders will own 30 percent of the combined company when the deal is closed next quarter. Webpublisher Macromedia, which owns a majority of shockwave.com, will be the largest shareholder, owning less than half of the new venture.

[Sports](#)

[Business](#)

[A&E](#)

Rob Burgess, chairman and chief executive of Macromedia and chairman of shockwave.com, said roughly a third of the new company's 300 employees will lose their jobs as part of the merger.

[Opinion](#)

[Anatomy of
a strike](#)

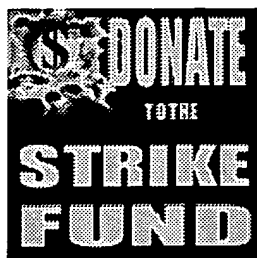
The new company, which has yet to be named, will be located in San Francisco. Burgess said the merger will allow it to reach profitability sometime next year.

[Galleries](#)

"What's great about this merger is there is no overlap," said Mika Salmi, AtomFilms' founder, who will serve as chief executive officer of the new venture. "We are perfect complements to each other, which is the right reason to do this."

[Staff list](#)

[Newspaper](#)

Guild

The merger comes as the Internet entertainment industry struggles to find a way to make money delivering content on the Web. DreamWorks and Imagine Entertainment closed their joint venture, Pop.com, before the Web site ever opened, and the well-hyped Digital Entertainment Network closed its doors, too.

Locally, the once-promising OneCast Media, which operated the **sports-highlight** Web site Seasonticket.com, shut down after it could not obtain additional funding. Starbucks founder Howard Schultz sat on the company's board.

Both companies said the merger will increase traffic, while lowering marketing and content costs. Roughly 30 million registered viewers access shockwave.com's games, music, film and creativity applications, while Atom brings with it short films, animation, syndication partnerships and distribution agreements in the United States and abroad.

Michael Comish, who will oversee international operations for the combined company, said AtomFilms has survived because it hasn't based its business model on the adoption of high-speed broadband Internet access (which offers smoother, more-TV-like video images).

Many **Web-based** entertainment companies believed Internet users would pay for content once high-speed Internet access became the standard. That adoption, however, has been slower than expected.

Rather, AtomFilms makes most of its money from licensing and syndication agreements with online and offline companies. Roughly 100 companies pay Atom for the right to air its films on airline flights, on TV stations in the United States and Europe, on wireless devices, such as Palm Pilots and cellular phones, and on other Web sites. Roughly 34 percent of AtomFilms' revenue come from advertising.

"One has to be very focused on continuing to evolve your business model to make sure it's the best in the industry," Comish said. "That's what this merger does."

Macromedia's shares climbed \$6.75 Friday on receipt of the news, closing at \$72.

When she's not on strike, Monica Soto is a technology reporter at The Seattle Times.

[HOME](#) | [METRO SEATTLE](#) | [NORTHWEST](#) | [NATIONAL/WORLD](#)
[SPORTS](#) | [BUSINESS](#) | [A&E](#) | [SEARCH](#)

SEATTLE UNION RECORD

2900 Eastlake Ave E., Suite 220, Seattle, WA 98102

▼ advertisement

 Click Here

To print: [Click here](#) or Select **File** and then **Print** from your browser's menu

This story was printed from [AnchorDesk](#),
located at <http://reviews-zdnet.com.com/AnchorDesk/>.

How baseball is changing the face of broadband

By John Morris and Josh Taylor: Contributing Editors, AnchorDesk
Wednesday, May 8, 2002

You know those people who say they can't watch baseball because it's too slow and boring? Yeah, well, we don't understand them either, and we certainly don't condone their inherent shallowness. But if making it beyond the seventh inning is a real stretch for you or a loved one, we may have found just the right technological solution.

Major League Baseball (MLB) has begun offering Condensed Baseball, which reduces the length of a given game to about 20 minutes. How, you may ask? By eliminating every pitch that doesn't result in a play. In other words, you'll see pitches that result in a hit, run, or out, along with wild pitches, pick-offs, passed balls, stolen bases, and the like. Basically it's baseball for those suffering from Attention Deficit Disorder.

NOW, THE TRADITIONALIST in each of us shudders at the thought of dumbing down baseball--sure, it can be boring, but that's also part of its charm. And if you only see pitches that result in plays, you of course are missing out on all, or at least most, of the strategy that makes baseball what it is. You'll also have to hope that your game of choice is one of the 35 that the MLB produces in condensed form each week.

That all said, Condensed Baseball is also one of the first pieces of programming we've seen that truly embraces broadband technology. Most Web sites and entertainment companies simply take existing content and post it online. There's certainly nothing wrong with that, but here, MLB is actually adding value, and in the process is hoping to make some money, too.

Of course, getting people to pay for anything online has been a challenge, though there are some signs that the times could be a' changing. More and more media and entertainment companies are jumping into the paid content arena (including our sister site, GameSpot, which recently announced the introduction of a paid service, [GameSpot Complete](#)). An MLB spokesman touted the fact that the league has already passed the 120,000 subscribers it had for all of last year, though the vast majority continue to subscribe only to game-day audio.

IN PRACTICE, the Condensed Baseball service works as advertised. Jumping from play to play is a bit jarring, and certainly takes a little getting used to. And like most Internet video, our images did get pretty jaggedy when we tried to view it in full-screen mode, though we've certainly seen much worse. Bottom line? If you don't have the time or patience for a full game, it fits the bill. Real has posted an April 15 Yankees-Red Sox game on its site, so you can [check it out for yourself](#).

Given baseball's reputation for being a bit staid, it's a pleasant surprise that they've managed to be out in front here. After all, in recent years, while the NBA, NHL, and NFL were doing all sorts of experiments with broadcasts,

baseball's most publicized walk on the wild side has been displaying computer-generated ads behind home plate on televised broadcasts.

Condensed Baseball is just one of the packages that MLB is offering online. In addition to the now-standard live audio broadcasts of every game, fans can receive personalized highlight reels of their favorite players and/or teams. For those of you who play fantasy baseball, imagine getting your very own *Baseball Tonight* that includes only highlights of players from *your* team.

THERE'S AN ASSORTMENT of pricing options. For \$9.95 a month, you'll receive everything: live audio, condensed games, personalized highlights, plus access to the daily pre-game notes that are distributed in the press box. You also receive access to a video library of classic games, including Josh's favorite: game six of the 1986 World Series, when the Mets came back to beat the Red Sox. The site also promises to add some classic radio broadcasts.

Each of these services is also available individually for \$4.95 a month. And if you're just looking to watch a single game from the Baseball's Best library, you can "rent" it for \$2.95 for 48 hours. Subscribers to RealOne's \$9.95-a-month SuperPass service also receive an assortment of premium sports content, including baseball game-day audio.

We've all been hearing for years about broadband on demand and how the Internet's going to change the way we seek entertainment, but we're as surprised as anyone that Major League Baseball seems to be leading the way. We're excited to see how this all plays out, and we have a feeling we're not going to be the only ones watching.

Do you pay for online content? Have we overlooked anyone doing as much or more for broadband content than MLB and RealNetworks? TalkBack to us!

SEARCH

GO

AMERICA ONLINE
NEWS & ANALYSIS

ABOUT AOL | AMERICAN EDITION | CORPORATE INFORMATION | CONTACT | EMPLOYMENT | INVESTOR RELATIONS | NEWSROOM

AMERICAN EDITION

NEWSROOM

PRESS RELEASES

CONTACTS & RESOURCES

MEDIA & IDENTITY MATERIALS

LOG IN

Forgot your password? NEED FULL
PRESS ACCESS?Media & Identity
Materials:

- Electronic Press Kit
- Logo and usage guidelines
- Photography
- B Roll, and more

Contact us for access  Printer-Friendly Page

HIGHLIGHTS

Investor Relations

Financial Reports & SEC Filings
Stock & Debt Information
Events & Presentations
Shareholder Services

Corporate Governance

Board of Directors
Governance policy
Codes of Conduct

Management

Senior Corporate Executives
Executives by Business
Executive Speeches

About Us

Time Warner Fact Sheet
Values
Time Warner Center

ABOUT OUR BUSINESSES

Select a business to learn more

Our Businesses 

GO

America Online Announces Broad Expansion of Deal With Major League Baseball Advanced Media

March 24, 2004

New Agreement Continues Significant Expansion of Sports Offerings
for AOL for Broadband Members

DULLES, Va. - March 24, 2004 - America Online, the world's leading interactive services company, today announced a new agreement with MLB Advanced Media (MLBAM), the interactive media and Internet company of Major League Baseball, under which AOL for Broadband subscribers will have access to live audio and condensed video for regular-season Major League Baseball games, the playoffs and World Series. AOL for Broadband members will receive access to these extra services at no additional cost.

"We know more about what Broadband consumers want than any other company and because of this, AOL for Broadband is fast becoming the ultimate online destination for sports and entertainment fans," said Jim Bankoff, Executive Vice President of Programming, Properties and Productions, America Online. "This new deal exemplifies our commitment to provide our members with the best premium live, archived and on demand sports programming available online, all as part of their basic service."

With the addition of live audio and condensed games, AOL for Broadband members will have the ability to hear all the action from game and conveniently see the highlights in a convenient and efficient manner. Members will also have the convenience of accessing the condensed games on demand, so they will not miss any of the action and can view it when it best suits them.

"We are extremely pleased to continue and expand our relationship with an existing partner," said George Kliavkoff, Senior Vice President for Business Development, MLBAM. "This agreement expands the number of baseball fans that will have easy access to baseball content online."

Today's announcement significantly expands last year's agreement between AOL and MLBAM, which provided AOL and AOL for Broadband members access to premium services available on MLB.com, including game by game highlights, Plays of the Week and video of some of the greatest plays. Under the new deal, MLB.com will provide AOL for Broadband members access to:

* Live Gameday Audio, providing AOL for Broadband members free access to MLB regular season games, playoffs and World Series through its MLB.com Gameday Audio package.

* Condensed Game Video, a 20-minute video package for each game that highlights the highs and lows to the day's match-ups.

* Plays of the Week, a 3 - 5 minute video highlight show profiling best plays of the week.

* MLB.com Radio, offering access to a daily 8-hour feed Monday through Friday and access to all the archives of MLB Radio the nation's only all baseball radio network.

* Specially Produced Video, including plays of the week, preview shows, and special event based programming

This new agreement expands AOL's growing list of comprehensive sports content available to its members. AOL(r) Sports provides sports enthusiasts' access to a wealth of on-demand programming, webcasts, stats, news and extensive features on all the major sports franchises. AOL Sports gives fans one-click access to top sports at both the professional and college levels. Enhancements to AOL Sports include a dynamic new welcome screen with embedded video welcoming fans, a customizable scoreboard and a programmable area for fans to customize their sports page to receive news from their favorite pro teams.

Contact Info:


"Billy Kenny, America Online, Inc."
646-805-2025

[View All Press Releases](#) 

SEARCH PRESS RELEASES

Start Date: Jan  01  1999 

End Date: Jul  22  2005 

Company: All Companies 

Keyword: 

This is **G o o g l e**'s cache of <http://www.ehomeupgrade.com/archives/000507.php> as retrieved on Jun 12, 2005 09:36:56 GMT.

G o o g l e's cache is the snapshot that we took of the page as we crawled the web.

The page may have changed since that time. Click here for the current page without highlighting.

This cached page may reference images which are no longer available. Click here for the cached text only.

To link to or bookmark this page, use the following url: <http://www.google.com/search?q=cache:tVdu-EhrCxIJ:www.ehomeupgrade.com/archives/000507.php+condensed+baseball+highlight+&hl=en%20target=nw>

Google is not affiliated with the authors of this page nor responsible for its content.

These search terms have been highlighted: **condensed baseball highlight**

View Major League Baseball via Portable Media Center

Category: Content Providers - July 13, 2004

By [Alexander Grundner](#)

Major League **Baseball's** [MLB.com](#) site is now offering subscribers the ability to download/transfer/view Major League **Baseball** games, **condensed** games, archival footage and select classic games on their new Portable Media Center devices like the ones now being offered at Amazon for pre-sale.

"Major League **Baseball** just got a lot more exciting," said George Kliavkoff, senior vice president of business development of [MLB.com](#). "Fans now have even more opportunities to keep connected to the game – no matter where they are or what time it is."

Service offering:

- Full game downloads. Full game replays of Major League **Baseball** games.
- **Condensed** games. All the action, in a fraction of the time! Complete game replays, minus the pitching changes, between-inning breaks or long at-bats. All the action of an MLB game in about 20 minutes.
- Extended game highlights. Fans can check out an extended, hosted highlights package from any MLB game in a daily **highlight** reel.
- Weekly bloopers and homerun reels. A specially produced weekly wrap-up of the best homeruns and bloopers from around Major League **Baseball**.
- The Leadoff Show. A hosted preview showcasing the best upcoming MLB player and team matchups.
- Classic footage. Fans can relive **baseball's** greatest moments with full video and audio game rebroadcasts from classic MLB games.

This is **G o o g l e's** cache of <http://www.streamingmedia.com/article.asp?id=8046> as retrieved on Jun 13, 2005 18:00:03 GMT.

G o o g l e's cache is the snapshot that we took of the page as we crawled the web.

The page may have changed since that time. Click here for the current page without highlighting.

This cached page may reference images which are no longer available. Click here for the cached text only.

To link to or bookmark this page, use the following url: [http://www.google.com/search?](http://www.google.com/search?q=cache:rQZWzqhWjfcJ:www.streamingmedia.com/article.asp%3Fid%3D8046+web-based+sports+highlight+&hl=en%20target=nw)

[q=cache:rQZWzqhWjfcJ:www.streamingmedia.com/article.asp%3Fid%3D8046+web-based+sports+highlight+&hl=en%20target=nw](http://www.google.com/search?q=cache:rQZWzqhWjfcJ:www.streamingmedia.com/article.asp%3Fid%3D8046+web-based+sports+highlight+&hl=en%20target=nw)

Google is not affiliated with the authors of this page nor responsible for its content.

These search terms have been highlighted: **web based sports highlight**



Action canceled

Internet Explorer was unable to link to the Web page you requested.

Monday, June 13

Home

Upcoming Shows

2005 East May 16-18

2005 West Nov 15-17

Past Shows

e-Newsletters

ACACIA Patent Info

Press Releases

Research Reports

Audio/Video Portal

White Papers

Discussion Lists

What Is Streaming?

Industry Directory

Careers

Research Center

TECHNOLOGY

Hosting/CDN/Storage

Hardware

Software

Encoding

Windows Media

RealNetworks

QuickTime

MPEG

Flash

Live Webcasting

Wireless

Advertising

DRM

Legal Issues

Convergence/TV

Measurement/Reporting

VERTICALS

Streaming Industry

Enterprise

Entertainment/Media

Education

Government

Radio

Radio Show

Glossary

Advertising Info

About Us

Other Related Sites

» latest news



PRINT
VERSION



SEND TO
A FRIEND



Action c

Internet Explorer w
The page might be

HotRoof Expands Line, Gets New Funding

Company releases Streamwriter Select and Streamwriter Direct and gets \$825,000 in new funding.

By José Alvear
November 15, 2001

HotRoof (www.hotroof.com) announced it expanded its StreamWriter product line with StreamWriter Select and StreamWriter Direct, products that let users create clip-based videos. Separately, the company announced a new round of funding from its existing investors.

The latest round of financing, which totals \$825,000, will be devoted to developing and marketing HotRoof's StreamWriter line. Davenport Capital Ventures, a Braintree, MA-based venture capital firm led the company's last B round of financing of \$3.3 million. This round also includes contributions from existing investors Village Ventures and Flavin, Blake & Co.

StreamWriter allows customers to create and deliver customized video content by repurposing existing video libraries. The company's service includes encoding, design, production, and streaming delivery, as well as video fulfillment. Previously, HotRoof worked closely with GolfDigest.com to create a **web-based** back-end informational database, as well as a site where users can search and create their own customized videos. The final output can be any streaming format, VHS, CD or DVD.

The new offering, StreamWriter Select, is designed for small-to-medium libraries of video clips. Users just select checkboxes and pick clips to create personalized music video play-lists, **sports highlight** reels, conference presentation **highlight** tapes, and "how-to" instructional videos. StreamWriter Direct is a click-to-order system for on-demand and just-in-time fulfillment of video programming of any length, delivered via physical media (DVD, VHS or CDs).

"While many software products in the market handle the production, management or delivery of video content, most new technology solutions only deliver content through streaming – essentially ignoring a major market for physical media products. We believe that content management and delivery strategies require businesses to provide truly personalized content both when audiences want it, and how they want it. With StreamWriter Select and StreamWriter Direct, we've expanded our product line to ensure that we offer the solutions that drive the highest possible ROI for businesses looking to deliver video online," said Bernard Plishtin, president and CEO of HotRoof, in a statement.

HotRoof's current customers include Advance/Conde Nast Publications, Lifetime

Please try the follow

- Click the
- If you have what has be click **Work**
- For informa click the **He**

Internet Explorer

[Home](#) [Technology](#) [Culture](#) [Business](#) [Politics](#) [Wired Mag](#)Text Size: [A](#) [A](#) [A](#) [A](#)

Baseball Makes Pitch to Net Fans

[PRINT](#)[MAIL](#)[RANTS + RAVES](#)[REPRINTS](#)

by John Gartner | Also by this reporter

01:55 PM May. 09, 2000 PT

Brosnan explained that the relationship with Seasonticket.com was made possible because the teams ceded back some Internet rights to Major League Baseball. Being able to provide highlights and images is an "enormous boon to allow fans to get closer to baseball," said Brosnan.

In addition to the video clips and stats for the All-Star game, Seasonticket.com will be launching an extensive video and information service on May 15 that could change the way fans watch sports.

Seasonticket.com will create daily highlight reels comprising 3 to 5 minutes from each game of a fan's favorite teams in both the National and American League baseball divisions as well as the National Hockey League. Fans register and select their teams, and Seasonticket.com will compile a "onecast" video that contains highlights going back one to seven days.

The videos, which are licensed from distributor Conus Communications will be accompanied by five news feeds including the Associated Press and Reuters, said Chris Bevilacqua, senior vice president of strategic development at Seasonticket.com.

Bevilacqua said initially the videos will be completed within two hours of the end of the games, but that the company hopes to produce them within an hour of the game's completion in the near future. He said the videos are distributed to Akamai's network of regional streaming servers to improve playback performance.

The company's video library will also be searchable, so fans looking to see the Colorado Avalanche's Peter Forsberg score a goal will be able to search by name, said Bevilacqua.

"Fans will be able to get the video they want without having to sit through an entire broadcast," he said.

The service is free, but users must provide demographic information including email address, age, and zip code which will be used to create targeted ads. Bevilacqua said the company will not sell the data to outside agencies.

The San Francisco Giants' COO Laurence Baer said the Internet has had a major impact

**This Page is Inserted by IFW Indexing and Scanning
Operations and is not part of the Official Record**

BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images include but are not limited to the items checked:

☐ BLACK BORDERS

☒ IMAGE CUT OFF AT TOP, BOTTOM OR SIDES

☐ FADED TEXT OR DRAWING

☐ BLURRED OR ILLEGIBLE TEXT OR DRAWING

☐ SKEWED/SLANTED IMAGES

☐ COLOR OR BLACK AND WHITE PHOTOGRAPHS

☐ GRAY SCALE DOCUMENTS

☐ LINES OR MARKS ON ORIGINAL DOCUMENT

☒ REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY

☐ OTHER: _____

IMAGES ARE BEST AVAILABLE COPY.

As rescanning these documents will not correct the image problems checked, please do not report these problems to the IFW Image Problem Mailbox.